PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Sue Norris

DATE: February 16, 1995

FROM: Marian Wood

SUBJECT: DAVE'S RESEARCH - SEATTLE

There have been some recruiting changes to the Dave's focus groups that are scheduled for March 15th and 16th in Seattle. These changes were made because the facility was unable to identify some of the Dave's Triers Acceptors and Rejecters as originally specified. The following highlights these changes.

Wednesday, March 15th

4:00 p.m.	No Change - 18-24 year old female Marlboro Trier Acceptors
5:00 p.m.	No Change - 18-24 year old male Marlboro Trier Acceptors
6:00 p.m.	No Change - 25-34 year old male Camel Trier Acceptors
7:00 p.m.	**Original - 18-30 year old male Marlboro Trier Rejecters**
	Now - 18-30 year old male Marlboro, aware but may or may not have tried and not willing to purchase
8:00 p.m.	**Original - 18-30 year old male Discount Trier Acceptors**
	Now - 25-44 year old male Discount, aware but may or may not have tried and willing to purchase

Thursday, March 16th

4:00 p.m.	**Original - 18-30 year old female Discount Trier Acceptors**
	Now - 25-44 year old female Discount, aware but may or may not have tried and willing to purchase
5:00 p.m.	No Change - 25-34 year old male Marlboro Trier Acceptors
6:00 p.m.	No Change - 18-24 year old male Camel Trier Acceptors
7:00 p.m.	**Original - 18-30 year old male Discount Trier Rejecters**
	Now - 21-30 year old female Camel Trier Acceptors
8:00 p.m.	**Original - 18-30 year old male Discount Trier Rejecters**
	Now - 18-30 year old male Discount, aware but may or may not have tried and not willing to purchase

Please call me with any comments.

Marian

cc: D. Beran
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